

## ABSTRACT OF THE DISCLOSURE

The invention provides an electro-optical panel that stores data in pixels with a simple structure. In particular, pixels can be provided in association with intersections of data lines and scanning lines. Each of the pixels includes a hold capacitor, an inverter, an OLED element, and first to third transistors. At a reading period, data stored in the hold capacitor is inverted by the inverter and rewritten to the hold capacitor an even number of times. Thus, the logical level of the hold capacitor can be maintained. At a holding period, the second transistor is turned on. Also, the potential of a high potential source at the reading period is set to be higher than that at the holding period, and the potential of a low potential source at the reading period is set to be lower than that at the holding period.